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TvSCAN

Petty - Ian

Broadcast Order/Confirmation

Elise Cloyd - 10/31/12 12:05 PM

Grand Rapids-Kalmzoo-B.crk - MAYNOV Nielsen

Qualitative Criteria: Release 1 2012 Apr11-Mar12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republon and registered to vote in district of residence and always vote in presidential elections

Buyer Elise Cloyd Client 60 Plus Association		Order Number 78 Campaign Est. 78 Flight Flight 1 11/01/12-11/05/12	
Station WOOD Address		Agency Mentzer Media Services Inc Address 600 Fairmount Avenue Suite 306 Towson MD 21286	
WOOD-NBC		QAJP 35+	
Time Period	Rate	Run Dates	Len Sp Mo Tu We Th Fr Sa Su RTG CPP

3	NEWS8-DAYBREAK Th-Fr 6:00a-7:00a	✓	\$1,000	Nov01-Nov02	:30	2	--	--	--	1✓	1	--	--	3	\$333.33
3	TODAY SHW Th-Fr 7:00a-9:00a	✓	\$1,350	Nov01-Nov02	:30	2	--	--	--	1✓	1✓	--	--	4	\$337.50
2	TODAY SHOW 3 Th-Fr 10:00a-11:00a	✓	\$1,000	Nov01-Nov02	:30	2	--	--	--	1✓	1✓	--	--	2	\$500.00
2	NEWS 8 AT NOON Th-Fr 12:00p-1:00p	✓	\$1,000	Nov01-Nov02	:30	2	--	--	--	1✓	1✓	--	--	5	\$200.00
1	NEWS 8 AT 5PM Th-Fr 5:00p-5:30p	✓	\$4,500	Nov01-Nov02	:30	1	--	--	--	1✓	--	--	--	7	\$642.86
1	NEWS 8 SAT AM Sat 7:00a-8:00a	✓	\$2,000	Nov03-Nov03	:30	1	--	--	--	--	--	1✓	--	6	\$333.33
1	NEWS 8 SAT AM Sun 7:00a-8:00a	✓	\$2,000	Nov04-Nov04	:30	1	--	--	--	--	--	--	1✓	6	\$333.33
	TO THE POINT Sun 10:00a-10:30a	✓	\$500	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	2	\$250.00
3	NEWS8-DAYBREAK Mon 6:00a-7:00a	✓	\$1,000	Nov05-Nov05	:30	1	1✓	--	--	--	--	--	--	3	\$333.33
3	TODAY SHW Mon 7:00a-9:00a	✓	\$1,350	Nov05-Nov05	:30	1	1✓	--	--	--	--	--	--	4	\$337.50
2	TODAY SHOW 3 Mon 10:00a-11:00a	✓	\$1,000	Nov05-Nov05	:30	1	1✓	--	--	--	--	--	--	2	\$500.00

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WOOD-NBC														QALP 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP		
NEWS 8 AT NOON															
Mon 12:00p- 1:00p	\$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	5	\$200.00		
NEWS 8 AT 5PM															
Mon 5:00p- 5:30p	\$4,500	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	7	\$642.86		
WOOD Totals	\$26,550			17	Reach / Frequency							70	\$379.29		
												41.2	1.7		
Monthly Gross Cost	Nov 2012 \$26,550.00														

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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